



AnyMind Group and Alibaba Cloud partner to advance AI-powered live commerce in Asia
Qwen will be added to AnyLive's multi-model AI stack to strengthen real-time intent analysis and response accuracy

Singapore - September 24, 2026 - [AnyMind Group](#) [TSE:5027], a BPaaS company for marketing, e-commerce and digital transformation, has today announced a strategic agreement with Alibaba Cloud to integrate Qwen, a family of large language and multimodal AI models developed by Alibaba, into [AnyLive](#), AnyMind Group's AI-powered live commerce platform. The integration is designed to improve how AnyLive understands customer questions and delivers accurate, contextually relevant responses in real time.

Qwen will be added as one of the models within AnyLive's multi-model AI architecture, utilized and delivered through lifelike AI avatars. Its language understanding capabilities will help AnyLive better interpret customer intent, including conversational or ambiguous questions, and generate more natural and relevant responses across Asian languages.

The integration will also enhance viewer-to-AI-avatar interactions across Asian languages through greater language fluency, more appropriate use of honorifics and a deeper understanding of local cultural nuances. This will enable brands to provide customers with more natural and localized live commerce experiences across the region.

Qwen has been widely adopted across large-scale e-commerce ecosystems, including Taobao's digital-human livestreaming, demonstrating its ability to handle the speed, scale, and complexity of live commerce, where user intent must be understood accurately in real time to support informed purchase decisions.

By improving intent analysis and response quality, AnyLive can help customers obtain relevant product information more quickly, reduce friction during product discovery and create more engaging interactions within the live room. Brands can operate these experiences around the clock, including during off-peak periods, while enabling leaner teams to manage live commerce operations across multiple markets.

Alongside AI-fronted livestreams, AnyMind Group provides human-led live commerce infrastructure, including production teams and studios across Asia-Pacific. This enables brands to augment human genius with AI and deploy the most optimal approach for each market, audience and use case.

On the partnership, Takeshi Kurita, General Manager of Japan and South Korea, Alibaba Cloud said: "Live commerce is becoming an intelligent, always-on channel for brands across Asia. By bringing Qwen's multilingual and commerce-ready capabilities to AnyLive, we look forward to supporting more localized, responsive and scalable live commerce experiences across the region."



Akinori Kubo, Managing Director, Global E-Commerce, AnyMind Group, said: “The quality of a live commerce experience depends on how well brands understand customers and respond to their needs in the moment. Adding Qwen to AnyLive’s multi-model stack will strengthen intent analysis and response accuracy across Asian languages, helping brands create live rooms where customers feel understood and can make more informed purchase decisions.”

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About AnyMind Group

Founded in April 2016, AnyMind Group [TSE:5027] is a Business-Process-as-a-Service company for marketing, e-commerce and digital transformation. The company provides end-to-end offerings to brands and businesses, publishers and influencers for digital commerce, marketing, logistics, customer engagement, data and AI utilization, publisher monetization and creator monetization. AnyMind Group has over 2,300 staff across 24 offices in 15 markets, including Singapore, Thailand, Indonesia, Vietnam, Cambodia, Malaysia, the Philippines, Hong Kong, Taiwan, Mainland China, Japan, India, the United Arab Emirates, South Korea, and Saudi Arabia.

As of June 2026, the company serves over 1,500 enterprises for marketing, 230+ enterprises for e-commerce, 1,600+ publishers and 1,100+ creators. More information is available on the company’s [investor disclosure site](#).

About BPaaS

Business-Process-as-a-Service (BPaaS) is a business model that merges and creates an additional layer of value on top of Software-as-a-Service or SaaS (software-centric) and Business Process Outsourcing or BPO (operations-centric), by providing greater flexibility and scalability to the entire business process lifecycle. Through BPaaS, enterprises can tap into agile and adaptive end-to-end process lifecycle management through a combination of technology and operations teams that leverage on local and regional best practices, for the designing, development, implementation, optimization, and automation across the business process.

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